



KNXV

KNXV-TV
PHOENIX

ORDER

Print Date 07/13/12

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Flight Dates 07/09/12-07/16/12

Contract / Revision 303933 / Wil Cardon for Senate 2012

Original Date / Revision Agency Com 15%
07/06/12 07/13/12 Billing ContactAdvertiser Cardon / Republican / Senator
PO Box 288
Alexandria, VA 22313

Agency Media Placement Technology

Buying Contact Sales Office EWSDC
500 N Washington Street - Suite #31 Sales Region NAT
Alexandria, VA 22314 Agency Ref

Order Sep	00:05:00
Estimate #	TV: 7090716 :30's
Alt Order #	
Billing Type	Cash
Order Type	GENERAL
Billing Cycle	EOM/EOC
Billing Calendar	BROADCAST
Demographic	A25-54
Rev Codes	POL POL CAND
Product Codes	PL
Priority	P-3
Advertiser Ref	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	82	\$32,640.00	\$38,400.00	0.00	06/25/12	07/16/12	82	\$32,640.00	\$38,400.00
Totals	82	\$32,640.00	\$38,400.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	07/09/12	07/13/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22112--	:30	8	\$125.00	P-3	0.00	NM	8	\$1,000.00
				Start Date End Date Weekdays	Spots/Week	Rate	Rating								
Week: 07/09/12 07/15/12 22112--				8	\$125.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time				Length		Rate	Rtg	Type			
1	KNXV	07/09/12-07/15/12	M-F 5-6am	5am-6am				:30		(\$125.00)	0.00	NM			
See MG 1.9, 1.10 [no copy yet MJ 7/6]															
2	KNXV	07/09/12-07/15/12	M-F 5-6am	5am-6am				:30		(\$125.00)	0.00	NM			